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Even the text is filled with detailed illustrations of the working of the colonial system taken from this source; but the narrative is never encumbered by them. The casual reader will not find his attention distracted from the main theme; the historical student will find a mass of well-chosen evidence from which he may draw his own conclusions.

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CHANNING, EDWARD. *A History of the United States.* Vol. III, *The American Revolution, 1761-1789.* Pp. 585. Price, \$2.50. New York: Macmillan Company, 1912.

The third volume of Professor Channing's *History of the United States* covers the difficult period of the Revolution. To treat with objectivity and with a correct sense of proportion the events that led up to the Revolution, to subordinate the unimportant details of the seven years of fighting, and to select and discuss with appropriate emphasis the causes that necessitated and brought about the adoption of the Constitution, is a task requiring the highest order of ability on the part of any historian. Professor Channing has met the test successfully.

The author's general concept of the revolutionary period is summarized on the first page of this volume: "Commercialism, the desire for advantage and profit in trade and industry, was at the bottom of the struggle between England and America; the immutable principles of human association were brought forward to justify colonial resistance to British selfishness. The governing classes of the old country wished to exploit the American colonists for their own use and behoof; the Americans desired to work their lands and carry on their trade for themselves." This view of the Revolution may, however, be criticised as attributing selfishness only to Great Britain. The colonists were not more altruistic than the mother country. There was a desire in America for home rule in order that two ends might be accomplished—that industry and commerce might be carried on without restriction or taxation, and that popular government might be maintained. The colonists sought economic freedom and home rule; the British government sought trade advantage and the establishment of an imperial policy. As events turned out, the states that succeeded the colonies in America did not achieve popular government immediately as the result of the success of the Revolution; until 1830, the state governments were, for the most part, aristocratic. Great Britain fought the war in pursuance of a general imperial policy; and, while trade extension was one strong reason why she was so zealous in defending the imperial policy, there were other motives, political rather than economic, that influenced her actions.

Professor Channing is American in feeling and is more critical of British than of American policies and leaders. He has not become the defender of Great Britain's treatment of the colonies or of her policy in carrying on the Revolution, as have some recent historians of the colonial and revolutionary

period. Professor Channing's book, is, on the whole, well balanced, because the author appreciates the merits and weaknesses of both sides of the controversy between Great Britain and her colonies in America.

Good judgment and a due sense of proportion characterize the volume throughout. One evidence of this is that the minor incidents of the complicated events of the revolutionary period, such as the Boston Massacre, The Tea Party, Paul Revere's Ride, the Mecklenburg Declaration, etc., are duly subordinated. That the author thinks clearly is evidenced by his lucid and straight-forward style of writing. The high standard set in volumes one and two have been fully maintained in volume three.

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CHERINGTON, P. T. *Advertising as a Business Force.* Pp. xv, 569. Price, \$2.00. New York: Doubleday, Page and Company, 1913.

The reader of Professor Cherington's book has heard its excellencies heralded by numerous men. It is a well advertised book on advertising, perhaps too much so, for many of us were expecting a phase of development from the text-book standpoint which would include creative suggestions in the economic interpretation of advertising, and we have been disappointed. The volume contains little more than an apt advertising man or student of advertising could obtain by continuous reading of the magazine, *Printers' Ink*.

As a book containing the classified experiences of firms in launching their campaigns, it will be valuable history. But as a text-book for continuous class use, there is too much material or detail. The student is lost in a maze of experiences which tend to inhibit original thinking in connection with the creative phase of advertising as a business force.

This book is typical, however, of the method of reasoning employed by many business men. They seem to think that whatever has been tried and proved a failure, should not be tried again; on the other hand, whatever success has been obtained by a given movement will, for them, repeat success. Neither of these two attitudes is accepted by those possessing originality or initiative and whose vision is to change the surface of the earth.

My criticism is thus given upon the book as a text-book in connection with the original development of the economic phase of advertising. A source book of practical experiences, it will be indispensable as a work of reference. His classifications are excellent. The student who is in difficulty with respect to certain factors in his own campaign which need the test of experiences, will be able in large measure here to obtain precedent.

Any text-book which treats a subject where innumerable pages are written by different persons, is never so satisfactory as one which involves the principles of a subject analyzed and coördinated by a single individual. It is true that Professor Cherington gives the principles involved in the instances cited, yet the force of his analysis is often lost through the individual style of the writer quoted.